

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline      Advertising and Promotion (Promotion in the  
                                 Small Business Environment)

Code No.              MT-116

Program                BUSINESS FUNDAMENTALS

Semester:             Two


Date:                    January - May, 1986

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New

Revision

APPROVED:

  
Chairperson

Date

Philosophy/Goals;

This is an introductory course on the analysis of various aspects of the promotion mix. Emphasis will be in the Advertising and Sales Promotion components of the mix and the intent is to relate these areas to the marketing operations of small business.

Course Objectives;

The main objective of this course is to help participants in the development of a complete promotional program for a small business.

The specific objectives of this course are:

- (a) To help students view promotion as an activity that includes advertising, personal selling, sales promotion, and public relations and publicity.
- (b) To aid participants in understanding all aspects of the promotional program including planning, budget setting, media selection, creative aspects, and campaign evaluation.
- (c) On concluding the course, the student will be able to:
  - (i) plan, write, layout a print advertisement
  - (ii) budget media dollars
  - (iii) utilize basic concepts in print and electronic production in regard to cost and procedures.
  - (iv) write a complete promotion plan for a business

Method of Assessment (Grading Method)

- (a) Three tests of equal value . . . . . 1%
  - (b) Project(s) and/or assignments . . . . . 10%
  - (c) Class work and participation . . . . . 10%
- 100%

## Method of Assessment., continued

A grade of A	represents	85-100% <sup>^</sup>
B	" "	70-80 %
C	" "	55-69 %

TESTS and TESTING

- (a) Students are required to write all tests scheduled. No tests will be given to make up for missed ones, the exceptions being: (1) medical reasons (a doctor's certificate is needed); (2) family bereavement; and (3) jury duty

If a student must miss a test for the above exceptions, a phone call should be arranged to notify the instructor or the problem before test time. (note: a message can be left at the switchboard).

- (b) Students are held responsible for keeping their work up-to-date during the course of the semester. Generally, no supplemental tests will be available at the end of the semester except for "unusual" reasons and those mentioned in part "A". The instructor's permission is required in order to write a supplemental (comprehensive).

REFERENCE and RESOURCE MATERIAL

No text will be utilized in the course. The course will be supplemented with handouts and other material.

Students can refer to their marketing text-"Marketing Essentials" and other references such as:

- Marketing and Advertising Age magazines
- school library materials
- local media

SUBJECT MATTER;

Subject to change, the following is the proposed schedule of materials which will be included in the course. They are not necessarily the only subjects to be taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

y INTRODUCTION AND ORIENTATION  
(how promotion works)

^ THE PLANNING SEQUENCE (OBJECTIVES)

/ INVESTIGATION OF THE MARKET (CUSTOMERS)

CREATING THE MESSAGE ( COMMUNICATING )

PRODUCING THE MESSAGE

SELECTING MEDIA

>! ESTIMATING THE COST (APPROPRIATING AND BUDGETING)  
and COST CONSIDERATIONS)

INTEGRATING OTHER PROMOTION FACTORS

SALES PROMOTION AND ITS PLACE IN THE CAMPAIGN

EVALUATING THE RESULTS

THE LAW AND ADVERTISING IN CANADA

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